

Context MBA™

Context MBA™ is a single software program which includes spreadsheet, graphics, word processing, database management, a forms manager, and telecommunications functions. These six MBA functions all work with the same information — so once information is entered, all program parts have access to it. A change in a spreadsheet immediately changes a displayed graph!

The windowing feature of this integrated software package allows more than one function to appear on screen at the same time — so data can be analyzed easily in several different ways. You can change, sort, and graph results, spot trends, and readjust information until you are satisfied.

The spreadsheet function offers sophisticated modeling aids including high-powered formulas such as net present value, internal rate of return, modified rate of return, and a full set of built-in functions (if... then, true/false branching, logical operations, and trigonometric functions).

With the Graphics function you can create concise, high-impact images to quickly analyze and effectively communicate information. When you modify your spreadsheet data, graphics are redrawn automatically for immediate feedback. The graphs can be included in printed reports.

Word processing lets you quickly compose and edit reports and memos. You can easily insert tables of numbers from your model into a written report and so illustrate your key points with graphs.

Database management helps you organize and retrieve pertinent data on a selective basis. You can store, search, retrieve, and sort information — so it's in the best form to help you make a decision.

The forms manager lets you create office and business forms. This simplifies and organizes the process of entering and retrieving data in complex models and databases, and permits printing of tailored reports.

Telecommunications lets you access current information from your company's larger computer, other MBA users, or timesharing systems.

Hardware Requirements

HP 150 Personal Computer with 256K memory (standard)
MS™-DOS 2.0 Operating System (standard)
Dual 3½-in. or 5¼-in. Flexible Disc Drives or Winchester
Disc with Flexible Disc Backup
Male-to-Male RS-232-C printer cable or HP-IB cable
HP 7470 or HP 7475 Graphics Plotter, Option 1 (RS-232-C) or
Option 2 (HP-IB)

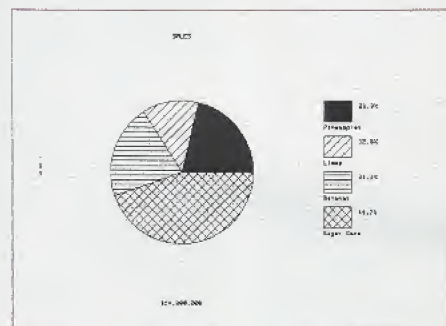
Ordering Information

Order product number HP 45481A, suggested retail price — \$695, from your local Hewlett-Packard dealer or HP sales office. Specify Option 50 (additional \$25) if you wish to receive your software on a 5¼-inch disc rather than on the standard 3½-inch disc.

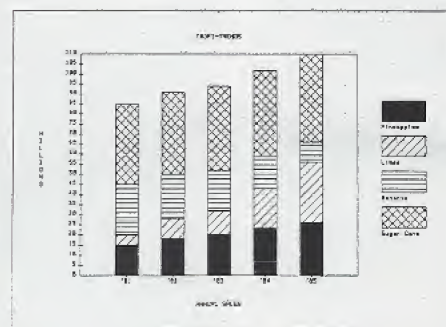
For Further Information

For further information on price and availability, contact your HP dealer, HP sales and service office, or call toll-free 800-FOR-HHPC.

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Context MBA contains six functions so data can be analyzed several different ways.



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